



*News From*

# JACK DOYLE

## MONROE COUNTY EXECUTIVE

**For Immediate Release**

Thursday, August 3, 2000

### **DOYLE WELCOMES JETBLUE TO GRIA, LOW-FARE AIR SERVICE BEGINS TODAY!**

County Executive Jack Doyle and JetBlue Airways Chief Executive Officer David Neeleman joined forces here today to officially kick off JetBlue's daily low-fare air service between the Greater Rochester International Airport (GRIA) and the John F. Kennedy International Airport (JFK) in New York City.

"Beginning today our business and leisure travelers at GRIA will have access to the low-cost, high-style service provider they deserve," said Doyle. "JetBlue's arrival today marks the end of a long and determined effort by many individuals to bring affordable, high quality, low-fare air service to this community."

In July of 1997, County Executive Doyle released data that identified air service from GRIA to major domestic business destinations as non-competitive. Doyle also characterized the airfare pricing structure from GRIA as a hindrance to business recruitment, retention, and economic growth. Since that time the County Executive has been actively seeking broader and more competitive air carrier service to GRIA. Midway Airlines and Air Ontario have since joined the air carriers now serving GRIA while other, existing carriers have expanded their air service options.

"Residents, employers, visitors, and leisure travelers will now have even more options at significantly greater value with the important addition of JetBlue Airways to the service mix," said Doyle.

"Given the early support we received from County Executive Jack Doyle and the continuing development of that relationship with the County's airport administration, we are pleased to finally add Rochester and Monroe County to our growing service routes," said Neeleman. "We believe travelers to and from Rochester will quickly appreciate our quality service, affordable fares and consumer-friendly approach."

At today's event, JetBlue announced its scheduled twice-daily service between Rochester and New York City's John F. Kennedy International Airport. Two additional daily flights will begin August 22 and a fifth daily flight begins October 18.

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JetBlue's regular low fares between Rochester and New York City range from \$49 each way, for a 14-day advance purchase fare, to \$99 each way, for a "walk-up" fare. The airline's lowest regular one-way fare is up to 65% less than those offered by other airlines servicing the route, and the walk-up one-way fare is as much as 61% less than equivalent fares on other airlines.

Rochester residents will also have direct or connecting low-fare service to Florida with daily service to Orlando and twice daily service to each of Fort Lauderdale and Tampa. Beginning August 22, Fort Lauderdale and Tampa will be served three times daily. JetBlue's one-way fares for flights from Rochester to Florida begin at \$89. JetBlue also offers connecting service to Los Angeles' Ontario International Airport and to Oakland International Airport in the San Francisco Bay area, starting at \$129 each way.

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